

Dear Community Member and Stakeholder,

As you are aware, St. Croix County will be conducting a land auction for the sale of property within the zoning and boundary jurisdiction of the City of New Richmond. Since the Highway 64 and Highway 65 corridors are critical to the development and/or redevelopment of our community and our neighboring Townships, we felt it critical to provide information to the community about this area prior to the land sale.

Over the past couple of years, the City of New Richmond and Star Prairie Township have worked tirelessly to complete a Boundary Agreement which addresses the City's land use control over comprehensive land use planning and official mapping within an Urban Reserve Area. This historic and cooperative effort was formally approved by the State of Wisconsin on December 20th, 2012. It is critical to understand that all development that occurs within the boundary agreement area, which includes the County land, meet the requirements of the State approved boundary agreement. Within this agreement, the division of any existing parcel of land (an existing parcel has a separate tax id number, and is usually 40 acres or less) will require that all parts of the divided parcel be attached to the City.

A link to the Boundary Agreement can be found on the City's website.
www.newrichmondwi.gov

Below is a summary highlighting the meetings that have occurred in the past month related to the City's future land uses. We have also attached the City's Draft Future Land Use Map for this area (the proposed definitions are outlined below). Should you have any questions or comments about this community-driven process, please don't hesitate to contact us.

Thanks!

Mike Darrow
City Administrator

Fred Horne
Mayor

In January of 2013, the Plan Commission and Economic Development Commission met to discuss the Highway 64 and Highway 65 Corridor. Invited at this meeting were key stakeholders, community members, members of surrounding Townships as well as the County's EDC. This meeting and community process was convened due to the State's approval of the Boundary Agreement on December 20th, 2012 as well as the County's decision to sell roughly 500 acres of land. The main purpose of this meeting was to solicit feedback from community members regarding future land use, zoning and urban design of these areas. In addition to this discussion, the possibility of purchasing land as part of the County's land auction was discussed.

Rather than purchasing land, the City decided to utilize its land use and zoning control of the County land area as well as land adjacent to Highway 65. A second community meeting was held in late January to discuss next steps of this process. The City invited members of the community, Plan Commission, Economic Development Commission, City Council as well as members from surrounding Townships to participate in additional dialogue and brainstorming for this area. As a result of that meeting, the City began a review and update of the City's land use map in anticipation of a new western gateway along Highway 64 as well as the creation of more high-tech industrial land use in the City's northern corridor.

On February 8th, 2013, the City conducted a third community meeting which was held during a regularly scheduled Plan Commission meeting. The purpose of this meeting was to show the first draft of the City's updated Land Use Plan for Highway 64 and Highway 65.

A draft Land Use Map was presented with the following new land use classifications and design standards:

- Low Density Residential- This classification provides for development of one to three dwelling units per acre. Low Density Residential is comprised primarily of single-family detached dwellings.*

- *Medium Density Residential- (Dwelling types within this classification include single-family residential and multiple unit dwellings). Medium density residential includes a density range from three dwelling units per acre to four dwelling units per acre. Common open space and light-imprint design standards are required for this land use.*
- *Mixed Use Commercial- This use is intended to serve as a Gateway District within the New Richmond Area. This commercial land use includes a mix of retail uses. Uses within this general commercial area include local shops as well as regional retailers and super-regional retailers. Higher design standards are required for this land use.*
- *Mixed Use Commercial/Industrial- This mixed use is intended for a mix of retail, service office and public use. Light industrial is also allowed as a secondary use within this district. Higher design standards will be required within this district.*
- *Mixed Use Industrial- This mixed use is intended for a mix of light manufacturing, processing, distribution centers and assembly, and warehouse facilities. Mixed use commercial is also allowed as a secondary use within this district. Higher design standards will be required within this district.*

Design standards within this area include the following:

- *Incorporation of building design features. Mix of architectural standards that avoid pole buildings within this district.*
- *Establishment of direct connections and limiting negative impacts of dead-end streets and long cul-de-sacs.*
- *Establishment of sidewalks and bicycle and pedestrian standard.*
- *Establishment of form and function zoning and design and light standards.*

- *Minimizing negative impacts of light and requiring photometric standards.*
- *Creating maximum parking standards*

The City of New Richmond will be conducting a formal Public Hearing on these new land use classifications in March. If you have any questions about this process, please don't hesitate to contact the following City Staff:

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You can also reach us at 715.246.4268.